# MARKETING

## Professional Organizations:
- American Marketing Association (AMA)
- Central VA American Marketing Association (CVAAMA)
- Council for Advancement and Support of Education (CASE)

## Events & Training:
- UVa Center for Leadership Excellence classes
- SkillSoft classes
- American Marketing Association (AMA) events
- AMA webcasts & podcasts
- Association of Strategic Marketing webinars & online training events
- CASE conferences & training
- eduWeb conference
- EDUniverse conferences
- College Media conference
- ONLC Training Center classes

## Education & Certifications:
- Graduate Certificate in eMarketing (UVa SCPS)
- Adobe InDesign Classes - Beginner & Intermediate (PVCC)
- PhotoShop Classes - Beginner & Intermediate (PVCC)
- AMA Professional Certified Marketer (PCM) Program
- Community Scholar (UVa SCPS)
- ONLC Training Centers Adobe Certification (Charlottesville)

## Independent Learning:

### Publications:
- AMA Publications
- AMA Case Studies
- AMA Research Reports
- AMA E-newsletters

### Books:
- Journal of Marketing for Higher Education
- Marketing Higher Education: Theory and Practice
- The Anatomy of Buzz by Emanuel Rosen
- The New Rules of Marketing and PR by David Meerman Scott
- The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell
Social Media:
AMA Facebook
AMA LinkedIn
AMA Twitter
Central VA AMA LinkedIn
Central VA AMA Twitter
CASE Facebook
CASE LinkedIn

Other Resources:
AMA Academic Career Resources page
CASE Publications
Higher Ed Marketing Blog
EDUniverse
Higher Education Marketing
Converge Consulting

On-the-job Resources:

Mentoring:
Management Mentors
National Mentoring Partnership
Center for Creative Leadership (CCL) mentoring information
Bringing People Together mentoring information
Virginia Mentoring Partnership
Free Management Library

Job Shadowing:
Careers Out There
"The Job Shadow Knows: Try on a Career Before You Commit"
About.com "Job Shadowing is Effective On-the-Job Training"
Success Mentor Education Inc. "Top 7 Questions to Ask on a Job Shadow Interview"

Informational Interviews/Networking:
My UVa Career
"Mastering the Informational Interview" (NY Times)
"What is an Informational Interview Anyway?" (U.S. News & World Report)
Informational Interviewing: The Neglected Job Search Tool
"How Does an Informational Interview Work?"

360 degree feedback:
UVa Center for Leadership Excellence: Leadership Consulting, 360 Degree Feedback
custom insight: "What is 360 Degree Feedback?"
American Psychological Association "Do 360 Evaluations Work?"
Sigma Assessment Systems: Best Practices in 360 Degree Feedback
About.com: "Sample Questions for 360 Reviews" by Susan M. Heathfield
SkillSoft: 360-degree Performance Appraisal